

Internship at Infiniti Research, Bengaluru

By

Apurva Verma

MBA Hospital and Health Management

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer Airport
Jaipur-302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

INFINITI RESEARCH

Infiniti Research was established in 2003 and it is a leading market intelligence company with a global presence. The company markets in more than 100 countries to help and analyse competitive activity, see beyond market disruptions, and develop intelligent business strategies. With over a decade of experience and offices across three continents, the company provide the complete range of deep-dive strategy, market assessment and research services for over 500 companies across the globe. Infiniti Research has over 14 years of experience in setting up strategic market intelligence and insights programs for small and large companies. The company has more than 10,000 successful deep-dive market intelligence and provide insights globally. The company has more than 500 highly-skilled analyst which provide deep insights about the market to the clients.

Why Infiniti Research should be the next market intelligence partner:

- The company has proven to deliver strong market insights to the customer globally.
- The company has flexible deliverable formats which include online platform with meaningful infographics to provide relevant data to the customers.
- The company uses statistical, scientific experiments and scientific methods to provide solution to the marketing solutions.
- The company has dedicated experts and analysts who can use their experience and knowledge to deliver both qualitative and quantitative projects.
- The company has ability to scale quickly for larger engagement and use of technology to deliver in real time on customized portals.

- The company prefer to obtain fresh market data through variety of primary research methods including structured, semi-structured, unstructured IDIs and surveys.

Infiniti Research provides smart and innovative solutions to address the business challenge and the team of industry experts provides high-quality support to the customers to maximize their presence globally.

Benefits of Integrated Intelligence Report:

In just a few weeks, the market intelligence study helped the client gain numerous benefits in terms of identifying new growth opportunities and understanding the growth strategies followed by market leaders. Additionally, the solution also helped the client identify the effective marketing channels used by the competitors.

Here are some of the key points appreciated by clients:

Dedicated Market Intelligence Portal: A centralized market intelligence platform for the collection, storing, processing, reporting, and dissemination of information with the specific purpose of assisting the decision-making process and developing actionable insights. This portal includes comprehensive information on quantitative and qualitative aspects on target markets, competitors and end-users.

Collaborative learning: The company leveraged the experience of healthcare team and technical capabilities to enable report-sharing and other collaborative features appreciated by client teams.

Interactive Dashboard: Using our portal-based solution for healthcare professionals, the company took a design-first approach to problem-solving and helped break through previously held assertions.

Value for Money: Infiniti's dedicated client management team customizes reports to suit business requirements and offers the best insights for every dollar spent.

GOALS OF INTERNSHIP:

- To observe mannerism of the existing employees and learn the culture of Infiniti Research.
- To familiarize myself with different departments at Infiniti Research.
- To understand how to make effective and efficient report which can fulfill the criteria of clients.

ORGANISATIONAL PROFILE:

The company provides market intelligence solution to the customers globally and helps to deliver cost-effective market solutions to the clients.

The company delivers market solution to different industries such as

1. Industries and manufacturing market solutions

Industrial Equipment

- Castings and Forgings
- Pipes and Fittings
- Valves and Actuators
- Oil Field Equipment
- Material Handling Equipment
- Pumps and Compressors
- Heavy Equipment
- Chippers/Grinders

Construction and Building

- Construction Equipment
- Building Technologies
- Building Automation
- Power Tools
- Smart Building

- Green IT
- Energy Management Systems
- Smart Energy

Automation and Controls

- Distributed Control System
- Sensors & Instrumentation
- Motors and Drives
- Machine Tools
- Programmable Logic Controllers
- Advance Process Control and Simulation
- Fluid Power and Transmission
- Robotics

2. Healthcare market intelligence solutions

Pharmaceuticals

- Biopharmaceuticals
- Clinical Trials
- KOL Research
- Drug Discovery and Development
- Diagnostics
- Generics and Prescription Drugs

Medical Devices

- Medical Implants
- Telemedicine
- Drug Delivery
- Patient Monitoring Systems
- Diagnostics
- Healthcare IT

- Surgical Equipment
- Medical Imaging

Life Sciences Services

- Life Sciences
- Biotechnology
- Biochemistry
- Microbiology

3. Automotive market research solutions

Automotive Manufacturing

- OEM Vehicle Manufacturers
- Electric Vehicle Systems
- Medium and Heavy-duty Vehicles
- Light Vehicles
- Luxury Cars
- Buses/ Trucks
- Off-highway Equipment
- Material Handling Equipment

4. IT & Telecom market solutions

IT Solutions

- PCs and Handhelds
- Servers
- Security Solutions
- Print Markets and Management
- Enterprise Software
- Infrastructure Solutions
- Business Applications
- Consulting and Integration

Telecommunication

- Networking Equipment

- Network Services
- Network Infrastructure
- Enterprise Network Systems
- Next-generation Equipment
- Hosted Applications
- Broadband/VoIP
- Voice/Data/Video

5. Power & Energy market research solutions

Power Generation

- Power Generation Technologies
- Power Generation Equipment
- Turbines
- Generators
- OEMs and EPC Services
- Heat Exchangers
- Blades and Gearboxes
- Instrumentation and Control Systems

6. Chemicals Industry market intelligence solutions

Specialty Chemicals

- Petrochemicals
- Inorganic Chemicals
- Polymers
- Intermediates and Derivatives
- Fine Chemicals
- Adhesive Sealants
- Cleaning Chemicals
- Industrial Gases

7. Metals and Mining industry market research solutions

Ferrous & Non-ferrous Metals

- Iron Ore
- Pig Iron
- Castings
- Scrap
- Bauxite
- Extrusions
- Wire Rods
- Powder

8. Food & Beverage industry market solutions

Food & Beverage products

- Packaged Foods
- Bakery and Confectionary
- Baby Food
- Food Service and Hospitality
- Frozen Food
- Health and Wellness Foods
- Meal Replacement
- Ready-to-eat Foods
- Sports and Energy Drinks
- Alcoholic and Non-alcoholic Beverages
- RTD Tea and Coffee

9. Retail & CPG market research solutions

Retail

- Food Retail
- Convenience Stores
- Multiline Retail

- Specialty Retail
- Pharmacy
- Department Stores
- Supermarkets
- Warehouse Stores

10. Transportation research solutions

Freight and Logistics

- 3PL/4PL
- Air Freight
- Sea Freight
- Cargo
- Modern Warehousing
- Contract Logistics Services
- Road Transportation
- Reverse Logistics

11. Financial research market solutions

Financial Services

- Credit and Loans
- Venture Capital
- Wealth Management
- Financing
- Remittance
- Mutual Funds
- Hedge Fund
- Angel Investment

12. Packaging market intelligence solutions

Healthcare and Medical Packaging

- Medical device packaging
- Pharmaceutical packaging
- Neutraceuticals and biologics packaging

- Vaccines and ampoules packaging

SERVICES PROVIDED BY ORGANISATION:

1. Marketing intelligence

Services offers a comprehensive view of the market landscape, which help to make effective decisions for business. Company also help businesses to grow, expand, diversify, and tackle competition.

- **Market opportunity assessment**

Solutions provided by company help businesses review potential barriers to market entry, select appropriate market entry channels, determine the time frame for leveraging potential opportunities, and assess markets readiness for new offerings.

- **Market entry advisory**

Advisory solutions help clients review macro and micro economic environments, identify potential barriers to market entry, compare competitor offerings with available alternatives, and build robust route-to-market strategies.

- **Market scanning and monitoring**

Solutions help clients keep tabs on target market segments, forecast demand-supply shifts, track emerging market trends, regional market developments, and provide potential impact of changing factors on client's business segments.

- **Competitive intelligence and benchmarking**

Competitive intelligence and benchmarking solutions assist clients in evaluating competitive landscape and analyzing and tracking their competitors' market presence, business models, financial performance, and strategic moves.

2. Customer intelligence

With more than a decade's experience in providing effective customer intelligence services, company is proficient in offering granular customer insights that help clients understand their customer's behavior and characteristics.

- **Customer segmentation and need analysis**

Combining the best data gathering approaches, company help clients to identify the most profitable customer segments, measure the effectiveness of a marketing campaign, assess changes in customer expectations, and also devise value maximization strategies to enhance their shares.

- **Customer satisfaction and loyalty assessment**

Leveraging expertise in statistical analysis, company provide solutions to recognize factors that improve customer loyalty, realize the impact of marketing strategies, analyze differences in customer loyalty among different segments, and identify the best practices to reduce customer attrition.

- **Account intelligence and win-loss assessment**

With a flexible approach employing several techniques, company help clients identify target customers, realize factors that drive customers to competitors, gain a clear understanding of budgets and timelines, compare product or service pricing, and also understand customers decision-making process.

- **Brand health assessment**

By identifying key performance indicators, industry-leading services help clients in enhancing their brand's awareness by understanding the factors that influence brand loyalty, assessing their brand's awareness and viability, and evaluating the brand's image and association.

3. Procurement intelligence

By providing actionable procurement market intelligence services, company help their clients overcome sourcing challenges and mitigate procurement risks.

➤ Supply market intelligence

With in-depth insights on developments in demand and supply markets, company help clients assess developments in the supply market, estimate current and future commodity prices, and also identify emerging low-cost sourcing destinations and key benefits.

➤ Spend analysis and benchmarking

Following a meticulous process of categorizing and analyzing spend drivers, we devise optimal sourcing plans and assist businesses in identifying saving opportunities, mapping common attributes of suppliers and commodities, and in improving spend practices.

➤ Supply chain risk management

Deriving deep insights across supply chain tiers, company provide their clients with seamless, proactive insights to take informed decisions, and also help them in devising action plans to mitigate potential risks and avoid negative impacts on the company's performance.

➤ Category management

Company's strategic procurement and category management solutions help clients to forecast category prices, devise category strategy execution roadmap and implement risk mitigation measures, and also identify the best available alternative strategies and sourcing best practices.

4. Data analytics

By leveraging the best of analytics expertise with advanced tools & statistical techniques, company help clients have a strategic advantage over their competitors by making data based decisions.

➤ Sales and marketing analytic

With end-to-end management of sales and marketing initiatives right from the design and implementation stages, we help clients measure the outcome of

marketing initiatives, optimize marketing resource allocation, and improve sales force effectiveness through optimized targeting.

➤ Supply chain analytics

Understanding the complications associated with the increase in global presence of organizations, company provide effective solutions that help businesses obtain real-time supply chain visibility, optimize inventory planning, evaluate supply chain performance, and reduce logistics costs.

➤ Big data analytics

With executive dashboards/cockpits and real-time reporting tools, company's big data analytics solutions assist businesses in derive actionable insights from available data, maximize their operational efficiency, enhance risk management capabilities, and assess customer satisfaction.

5. Media monitoring

By studying trends and patterns from unstructured social media data, company help clients keep a tab on shifting customer preferences and increase their media return on investment.

➤ Social media monitoring and measurement

To help clients understand the effectiveness of their communication outreach, company provide solutions that include crisis and event monitoring, media audit and measurement, brand audit and measurement, media benchmarks with industry peers, and also competitive audits.

➤ Social media research

Solutions allow clients to make informed business decisions and offer businesses solutions such as the best practices to follow on digital media, category and competitive landscapes, customer landscape and behavior, social media efficacy, and brand performance.

➤ Crisis and adverse event reporting

Emphasizing on delivering real-time data to clients, company offer a range of crisis monitoring solutions including real-time negativity reporting, regional negativity reporting, root cause analysis and channel reporting, key influencer mapping, and crisis sentiment movement.

6. TechNavio

TechNavio is a leading technology research and advisory company with a global coverage. It focuses on emerging technology trends that can shape the market. The company identify and explain these trends to their customers to help them make better decisions.

TechNavio was founded in 2003 in London. Company has around 400+ analysts globally. Company covers more than 500 technologies across 80 countries. Their analysts are closely monitoring the market every day by talking to all the industry participants. They have proprietary databases that provide them with a complete perspective of the market. TechNavio develops over 2000 pieces of research deliverables every year.

TechNavio models the trends using a mix of quantitative and qualitative tools in its proprietary research methodologies. They build forecasts across market segments and geographies based on the trends identified. These forecasts and analysis are used to help customers identify new and existing opportunities in their markets. Company also helps customers assess their competitive position in a changing market scenario.

Decision makers and influencers in sales & marketing, strategy, product and R&D teams rely on research from TechNavio. They have a large and growing base of happy customers worldwide. Their customers include technology suppliers, end users, consulting companies, investment firms and research institutes. Traditional media such as Forbes Asia and New York Times, along with other web media portals, like to quote them.

DEPARTMENTS VISITED:

- Medical Devices
- Automotive
- Power and Energy
- IT & Telecom
- Transportation
- Food & Beverage
- Finance
- Metals & Mining

I have visited in these department and observed that how the analysts work and deal with the clients.

PROJECT HANDELED

- IVD Market in China
- Global Tracheostomy Market
- Global Dermatoscopy Market
- Global Fetal Monitoring Devices Market
- Global ENT Devices Market

In these projects I have worked on certain parameters such as:

- Market size and forecast
- Market Overview
- Market Segmentation
- Geographical Segmentation
- Trends, Drivers and Challenges in the market
- Key Vendor Analysis

Challenges in the unit

- Time frame allotted for completing a project report is relatively less.
- The project report has to pass through different stages for checking errors and making changes but it's a long process.



- The cost of report is kept high, so there is an intense competition with other competitors.

Impediments

During my 3 months of dissertation, I came across some challenges in course of my work such as

- Difficult to find relevant secondary data
- Intense working environment with high pressure